This listing of claims will replace all prior versions, and listings, of claims in the application:

## LISTING OF THE CLAIMS:

1.     (Currently Amended)  A ~~method~~ for building a user interface ~~for use within a web browser~~ for managing a business operated through a web-based storefront over a network, the method ~~user interface~~ comprising:

adding a module to a user interface for a business operated through a web-based storefront ~~first display area,~~ the module providing ~~that provides~~ access to a plurality of control panels, each control panel ~~the plurality of control panels~~ providing an interface to create or manage ~~the~~ a web-based storefront for an online business engaged in a commerce of at least one of goods or services; ~~and~~

~~a second display~~ adding an area to the user interface, the area visually distinguished from and concurrently displayed with the module, ~~first display area,~~ the area providing ~~that provides~~ information associated with the commerce involving the web-based storefront[[.]]; and

providing the user interface to a user over a network.

2.     (Currently Amended)  The method ~~user interface~~ of claim 1, further comprising adding a control panel in the plurality of control panels to the user interface ~~third display area,~~ the control panel visually distinct from and concurrently displayed with the module ~~first display area~~ and the ~~second display~~ area, and the control panel providing ~~that provides~~ a plurality of advertising services for use in promoting the web-based storefront.

3.     (Currently Amended)  The method ~~user interface~~ of claim 1, further comprising adding ~~wherein the first display area further comprises~~ a plurality of modules to the user interface, each module providing access to at least one of the control panels in the plurality of control panels.

4.    (Currently Amended)  The ~~method~~ user interface of claim 3, wherein a module in the plurality of modules provides access to a store management related control panel.

5.    (Currently Amended)  The ~~method~~ user interface of claim 3, wherein a module in the plurality of modules provides access to a web hosting related control panel.

6.    (Currently Amended)  The ~~method~~ user interface of claim 3, wherein a module in the plurality of modules provides access to a domain management related control panel or a mail service.

7.    (Currently Amended)  The ~~method~~ user interface of claim 1, wherein the ~~second display~~ area displays the information associated with the commerce involving the web-based storefront ~~relating to the business~~ in substantially real time.

8.    (Currently Amended)  The ~~method~~ user interface of claim 7, wherein the information displayed in substantially real time comprises at least one of ~~one selected from the group consisting of~~ a number of page views, a sales data, a search data, a click trail, ~~and~~ or an inventory data.

9.    (Currently Amended)  The ~~method~~ user interface of claim 7, wherein the information is displayed in a graphical form in the ~~second display~~ area.

10.    (Currently Amended)  The ~~method~~ user interface of claim 7, wherein ~~the area for providing the information further comprises displaying~~ the information is displayed in a streaming text form in the ~~second display~~ area.

11.    (Currently Amended)  A ~~method for~~ computer readable medium having stored therein data representing instructions executable by a programmed processor for managing ~~controlling~~ a business operated through a web-based storefront over a network, the computer readable medium comprising instructions operative to ~~method comprising~~:

3

presenting a ~~module to~~ a user over a network, the module providing ~~first display area that provides~~ access to a plurality of control panels, each control panel ~~the plurality of control panels~~ providing an interface to create or manage the web-based storefront for an online business engaged in a commerce of at least one of goods or services; and

presenting ~~a second display~~ an area to the user over the network, the area visually distinguished from and concurrently displayed with the module~~first display area,~~ and the area providing ~~to provide~~ information associated with the commerce of said at least one of goods or services.

12.    (Currently Amended)  The computer readable medium ~~method~~ of claim 11, further comprising instructions operative to:

presenting a control panel in the plurality of control panels to the user over the network~~third display area~~, the control panel visually distinct from and concurrently displayed with the module ~~first display area~~ and the ~~second display~~ area, and the control panel ~~third display area~~ presenting a plurality of advertising services for use in promoting the web-based storefront.

13.    (Currently Amended)  The computer readable medium ~~method~~ of claim 11, further comprising instructions operative to:~~wherein the first display area further comprises:~~

presenting a plurality of modules to the user over the network, each module including access to at least one of the control panels in the plurality of control panels.

14.    (Currently Amended)  The computer readable medium ~~method~~ of claim 13, wherein a module in the plurality of modules comprises one selected from the group consisting of a store management module, a web hosting module, a domain management model, and a mail service module.

15.    (Currently Amended)  The computer readable medium ~~method~~ of claim 11, wherein the ~~second display~~ area ~~further presents~~ provides the

information <u>associated with the commerce of said at least one of goods or services</u> ~~relating to the business~~ in substantially real time.

16.    (Currently Amended)  The <u>computer readable medium</u> ~~method~~ of claim 15, wherein the information ~~presented~~ <u>provided</u> in substantially real time comprises <u>at least one of</u> ~~one selected from the group consisting of~~ a number of page views, <u>a</u> sales data, <u>a</u> search data, a click trail, ~~and~~ <u>or an</u> inventory data.

17.    (Currently Amended)  The <u>computer readable medium</u> ~~method~~ of claim 16, wherein the ~~second display~~ area displays the information in a form comprising at least one <u>of</u> ~~one selected from the group consisting of~~ <u>a</u> graphical form and <u>a</u> streaming text <u>form</u>.

18.    (Currently Amended)  A system for <u>building</u> ~~providing~~ a control mechanism for <u>managing a</u> business operated through a web-based storefront over a network, the system comprising:
        ~~a~~ means for ~~presenting a first display area~~ <u>adding a module to a control mechanism for a business operated through a web-based storefront, the module providing</u> ~~that provides~~ access to a plurality of control panels, <u>each control panel</u> ~~the plurality of control panels~~ providing an interface to create or manage the web-based storefront for an online business engaged in <u>a</u> commerce of at least one of goods or services~~; and~~
        ~~a~~ means for ~~presenting a second display~~ <u>adding an</u> area <u>to the control mechanism, the area</u> visually distinguished from and concurrently displayed with the <u>module, and the area</u> ~~first display area,~~ to provide information associated with the commerce involving the web-based storefront[[.]]<u>; and</u>
        <u>means for providing the control mechanism to a user over a network.</u>

19.    (Currently Amended)  The system of claim 18, further comprising means for <u>adding a control panel in the plurality of control panels to the control mechanism, the control panel</u> ~~presenting a third display area,~~ visually distinct from and concurrently displayed with the <u>module</u> ~~first display area~~ and the ~~second~~

~~display~~ area, and the control panel to present a plurality of advertising services for use in promoting the web-based storefront.

20.     (Currently Amended)  The system of claim 18, wherein the means for adding the module to the control mechanism ~~presenting the first display area~~ further comprises means for adding ~~presenting~~ a plurality of modules to the control mechanism ~~in the first display area~~, each module including access to at least one of the control panels in the plurality of control panels.

21.     (Currently Amended)  The system of claim 20, wherein a module in the plurality of modules comprises at least one of ~~one selected from the group consisting of~~ a store management module, a web hosting module, a domain management module, or ~~and~~ a mail service module.

22.     (Currently Amended)  The system of claim 18, wherein the ~~means for presenting the second display~~ area provides the information associated with the commerce involving the web-based storefront ~~further comprises a means for presenting information relating to the business~~ in substantially real time.

23.     (Currently Amended)  The system of claim 22, wherein the information presented in substantially real time comprises at least one of ~~one from the group consisting of~~ a page view, a sales data, a search data, a click trail, ~~and~~ or an inventory data.

24.     (Currently Amended)  The system of claim 23, wherein the ~~means for presenting the second display~~ area presents the information in a form comprising at least one of ~~one selected from the group consisting of~~ a graphical form ~~and~~ or a streaming text form.

25.     (Currently Amended)  A method for building a user interface for ~~use within a web browser for~~ managing a business operated through a web-based storefront over a network, the method ~~user interface~~ comprising:

    ~~a first layer comprising:~~

adding a ~~module to a user interface, the module providing~~ first display area that provides access to a plurality of control panels, each control panel the plurality of control panels providing an interface to create or manage the web-based storefront for an online business engaged in a commerce of at least one of goods or services,

~~a second display~~ adding an area to the user interface, the area visually distinguished from and concurrently displayed with the module, ~~first display area, the second display~~ and the area providing an information associated with the commerce involving the web-based storefront; and

~~a second layer comprising~~ adding a first control panel in the plurality of control panels to the user interface, the first control panel configured to allow manipulation of a business function of said web-based storefront[[.]]; and

providing the user interface to a user over a network.

26.    (Currently Amended)  The method of ~~user interface of~~ claim 25, wherein the user interface ~~first layer~~ further comprises a second control panel in the plurality of control panels ~~third display area~~, visually distinct from and concurrently displayed with the module, the area, and the first control panel ~~first display area and the second display area~~, wherein the second control panel ~~third layer~~ is configured to provide a plurality of advertising services for use in promoting the web-based storefront.

27.    (Currently Amended)  The method ~~user interface~~ of claim 25, wherein the ~~second display~~ area presents the information associated with the commerce involving ~~relating to a business function of~~ the web-based storefront in a form comprising of at least one of ~~one selected from the group consisting of~~ a graphical form, a streaming text form, a pictorial form, and a tabular form.

28.    (Currently Amended)  The method ~~user interface~~ of claim 25, wherein the first control panel provides access to the business function comprising of at least one of ~~one selected from the group consisting of~~ a store management function, a

web hosting function, a domain management function, and a mail service function.

29.    (Currently Amended)  The method ~~user interface~~ of claim 28, wherein the first control panel further comprises an input selection mechanism configured to communicatively couple with a back end relating to the business function associated with the first control panel.

30.    (Currently Amended)  A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism comprising:

a user interface application ~~module~~ for encoding a user interface for use within a web browser for managing a business operated through a web-based storefront over a network, the user interface application ~~module~~ comprising:

instructions for encoding a module~~first display area~~, wherein the module ~~first display area~~ provides access to a plurality of control panels, each control panel ~~the plurality of control panels~~ providing an interface to create or manage the web-based storefront for an online business engaged in a commerce of at least one of goods or services; and

instructions for encoding a ~~second display~~ an area, visually distinguished from and concurrently displayed with the module, the ~~first display area, the second display~~ area for providing an information associated with the commerce involving the web-based storefront.

31.    (Currently Amended)  The computer program product of claim 30 wherein the module and the area ~~first display area and the second display area~~ are displayed on a ~~the~~ display of a remote computer.

32.    (Currently Amended)  The computer program product of claim 31 wherein the remote computer is associated with a business and runs the ~~said~~ web browser.

33.     (Currently Amended)  A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism comprising:

a user interface application ~~module~~ for encoding a user interface for use within a web browser for managing a business operated through a web-based storefront over a network, the user interface application ~~module~~ comprising:

instructions for encoding a module ~~first layer, the first layer comprising: a first display area~~ that provides access to a plurality of control panels, each control panel ~~the plurality of control panels~~ providing an interface to create or manage the web-based storefront for an online business engaged in a commerce of at least one of goods or services; and

instructions for encoding a ~~second display~~ an area, visually distinguished from and concurrently displayed with the module~~first display area~~, the ~~second display~~ area providing an information associated with the commerce involving the web-based storefront; and

instructions for encoding a ~~second layer, the second layer comprising a first~~ control panel in the plurality of control panels, the ~~first~~ control panel configured to allow manipulation of a business function.

34.     (Currently Amended)  The computer program product of claim 33 wherein the module, the area, and the control panel ~~first layer and the second layer~~ are displayed on a display of a remote computer.

35.     (Currently Amended)  The computer program product of claim 34 wherein the remote computer is associated with a business and runs the ~~said~~ web browser.

36.     (Currently Amended)  A first computer for providing a user interface for use within a web browser for managing a business operated through a web-based storefront over a network, the first computer comprising:

a central processing unit;

a memory, coupled to the central processing unit, the memory storing a
software application~~module~~, the software application ~~module~~ comprising:

instructions for constructing a module~~first display area~~, the module
~~first display area~~ for presenting access to a plurality of control panels,
each control panel ~~the plurality of control panels~~ providing an interface to
create or manage the web-based storefront for an online business
engaged in a commerce of at least one of goods or services; and

instructions for constructing a ~~second display~~ an area, visually
distinguished from and concurrently displayed with the module, the ~~first
display area, the second display~~ area for providing an information
associated with the commerce involving the web-based storefront.

37.     (Currently Amended)  The first computer of claim 36 wherein the module
and the area ~~first display area and the second display area~~ are displayed on a
display on a second computer that is accessible to the first computer over the
Internet.

38.     (Currently Amended)  The first computer of claim 37 wherein the second
computer is associated with a business and wherein said second computer runs
a web browser in which the module and the area ~~said first display area and said
second display area~~ are displayed.

39.     (Currently Amended)  A first computer for providing a user interface for
use within a web browser for managing a business operated through a web-
based storefront over a network, the first computer comprising:

a central processing unit;

a memory, coupled to the central processing unit, the memory storing:

instructions for encoding a module of the user interface, ~~first layer
of the user interface, the first layer comprising: a first display area that
provides~~ the module providing access to a plurality of control panels, each
control panel ~~the plurality of control panels~~ providing an interface to create

or manage the web-based storefront for an online business engaged in a commerce of at least one of goods or services; and

a second display instructions for encoding an area of the user interface, visually distinguished from and concurrently displayed with the module, the first display area, the second display area providing an information associated with the commerce involving the web-based storefront; and

instructions for encoding a control panel in the plurality of control panels second layer of the user interface, the second layer comprising a first control panel in the plurality of control panels, the first control panel configured to allow manipulation of a business function.

40.    (Currently Amended)  The first computer of claim 39 wherein the module, the area and the control panel first layer and the second layer are displayed on a display of a second computer that is accessible to the first computer over the Internet.

41.    (Currently Amended)  The first computer of claim 40 wherein the second computer is associated with a business and runs said the web browser.